

Impact of Hotels on Small Communities

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Purpose

- Understand more about the impact of small town hotels on a community through a case study approach



Methods and Limitations

- Sacajawea, Three Forks
- Stage Stop Inn, Choteau
- 3rd quarter 2012
- Guests given mail-back at check-out
- Incentive
- Limitation of sample size



Sacajawea

- To learn more about the characteristics of overnight guests to the Sacajawea Hotel.
- To determine reasons why people chose to stay at the Sacajawea Hotel.
- To determine the spending patterns of overnight guests to the Sacajawea in the community of Three Forks.



Three Forks

- 1,869 people
- Over 2.3 million drove I-90 through Three Forks
- Over 82,000 spent a night at Sacajawea



Results

Place of Residence (n=64)	% of Responses
Montana	34% (22)
Washington	14% (9)
Oregon	5% (3)

Montana County (n=22)	% of Responses
Yellowstone	9% (6)
Gallatin	8% (5)
Lewis and Clark	6% (4)

Purpose of Trip to Montana (n=42)	All Purposes	Main Purpose
Vacation/recreation/pleasure	65% (34)	36% (15)
Visit friends/relatives/family event	40% (21)	24% (10)
Business/convention/meeting	29% (12)	29% (12)
Just passing through	10% (4)	10% (4)
Other (medical, visit schools, etc.)	2% (1)	2% (1)
Shopping	--	--



Purpose of Trip to Three Forks (n=64)	All Purposes	Main Purpose
Staying at the Sacajawea Hotel	77% (49)	49% (31)
Dining at the restaurant at the Sacajawea Hotel	28% (18)	6% (4)
Business in or near Three Forks	19% (12)	16% (10)
Recreating in or near Three Forks	17% (11)	3% (2)

Results

- 62% were attracted to Three Forks because of the Sacajawea.
- 35% were attracted for other reasons and decided to stay at the Sacajawea.
- 70% stayed for historic nature, 47% location, 39% reputation, and 33% the restaurant.



Spending of overnight guests

Nonresident

Expenditure Category (n=42)	Average expenditure of full nonresident sample in Three Forks by category	% of total trip expenditures
Hotel/Motel	\$262.46	67%
Restaurant and bar	\$84.46	22%
Gas and oil	\$28.71	7%
Groceries and snacks	\$5.02	1%
Retail purchases	\$5.12	1%
Gambling	\$2.73	1%
Licenses or entrance fees	\$3.05	1%
Services	\$0.15	0%
Vehicle rentals	--	
Auto repairs		
Outfitter/Guided activities		
Average Total Trip Expenditures in Three Forks	\$391.70	

Resident

Expenditure Category (n=42)	Average expenditure of full resident sample in Three Forks by category	% of total trip expenditures
Hotel/Motel	\$186.18	66%
Restaurant and bar	\$77.22	28%
Gas and oil	\$13.91	5%
Groceries and snacks	\$1.52	1%
Retail purchases	\$1.96	1%
Gambling	--	--
Licenses or entrance fees	--	--
Services	--	--
Vehicle rentals	--	--
Auto repairs	--	--
Outfitter/Guided activities	--	--
Average Total Trip Expenditures in Three Forks	\$280.79	

Conclusions

- Positive impact on communities
- Historical relevance
- Mutually beneficial relationship
- Support

